

APR 13 1941

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**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: For your convenience, events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up after we go to press.

### EASTER SUNDAY IN NEW YORK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
"On the Air"... 12:15- 12:30 P.M.	"TALLYHO TOUR" AND EASTER BONNET LUNCHEON  Guests in WOR's Easter "Tallyho Tour" will include glamour-debs Martha Douglas and Josephine Johnson, ensembled by Vogue and Harper's Bazaar, respectively. Other guests: Gertrude Lawrence, Peggy Wood, Philip Merivale, Arthur Treacher, Dave Driscoll, Mrs. Richard H. Ballard, Capt. Frank Huyler and one Macy "Red Head". Broadcast of fashion highlights from luncheon in Trianon Room of Ambassador. Proceeds to Church Mission of Help. Publicity: Edith Meserand, PE. 6-8600.	WOR AT THE AMBASSADOR HOTEL	5TH AVE., PARK AVE., & HOTEL AMBASSADOR
"On the Air"... 1:45- 2:00 P.M.	EASTER BROADCAST FROM "BRACER" BREAKFAST  Society fashion plates, stage, screen and radio stars will be interviewed by CBS Fashion Editor, Rosellen Callahan and Announcer, Jackson Wheeler, from the Easter Sunday Bracer Breakfast at the Madison Hotel. Among those present will be screen stars Alice Faye and Ray Milland, stage-charmer Kitty Carlisle, social registerite Mrs. Frank A. Vanderlip, society-deb Adele Haggerty, and radio-stars Mr. & Mrs. Georgie Jessel. Society sleuth, Cholly Knickerbocker and Fashion Editor, Kay Vincent will present the highlights of the Easter parade. Publicity: Rosellen Callahan, WI. 2-2000.	CBS AT THE MADISON HOTEL	15 EAST 58TH STREET
"On the Air"... 2:30- 2:45 P.M.	EASTER BONNET AND TOP HAT LUNCHEON  Easter Sunday luncheon for benefit of Stage Relief Fund. Easter bonnets will be passed on by male-jurors: Peter Arno, Nicolas de Molas, Cholly Knickerbocker and Mr. J. Fred Pierson of the Union Club. Male lunchers will be scrutinized by female judges: Carol Bruce, Marian Cooley, Patricia Coffin and Marguerite Sharp (clerk in Navy Dept., Washington, D.C., Life cover girl of March 10th). Pat Coffin, Miss Bruce and Peter Arno will broadcast their impressions. Easter luncheon favors: vials of exciting new perfume, Shantung. Publicity: Paul Frank & Associates, VA. 6-1520.	WMCA AT SHERRY NETHERLAND HOTEL	5TH AVE. AT 59TH ST.

On the  
Avenue  
MACY RED HEADS WILL TOUR THE TOWN IN A HANSOM-CAB

WEEK BEGINNING MONDAY, APRIL 14, 1941

Easter Monday Apr. 14 2:30 P.M.	EASTER EGG ROLL  British refugee children will be introduced to America's Easter Egg-rolling ceremony at Central Park, duplicating as closely as possible the Easter Monday Egg Roll held on the White House lawns in Washington every year. Wind up: ice cream and cake at Essex House. Publ. MU. 3-4383.	BRITISH AMERICAN AMBULANCE CORPS	CENTRAL PARK SOUTH-WEST KNOLL
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Apr. 14	FIRST SHOWING, SUMMER HANDBAG COLLECTIONS	QUALITY HANDBAG CREATORS	INDIVIDUAL SHOWROOMS
	FALL FABRIC SHOWINGS	RAYON & SILK FABRIC HOUSES	" "
Monday Apr. 14 thru 19, 1-4 P.M.	CAROL AND KAY MEET THEIR PUBLIC	MARTIN'S	FULTON & BRIDGE STS. B'KLYN., NEW YORK
	Personifications of Carol and Kay, 10 and 13-year old editors of Martin's monthly magazine for girls, will play hostess to their readers. They will "receive" in the Girls' Dept. daily, autographing photos of themselves in Martin's girls' fashions. Publicity: Miriam Priluk, TR. 5-3100.		
Monday Apr. 14 2-5 P.M.	PRESS PREVIEW: EXHIBIT OF BRIDAL DRESSES	MUSEUM OF THE CITY OF NEW YORK	5TH AVE. AT 104TH ST.
	More than 40 bridal dresses and accessories (1750 through 1928) will be previewed by the Fashion Press, arranged in alcoves furnished in same period as costumes. Monday's press preview will be followed by private showing Tuesday for friends of the Museum. Admission by invitation only. Open to public, Wednesday, Apr. 16th. Contact: Miss V. Isabelle Miller, Curator of Costumes, LE. 4-1672.		
Monday Apr. 14 4-8 P.M. Cocktails	FASHION SHOW, STYLES OF YESTERDAY AND TODAY	GREEK WAR RELIEF	STORK CLUB
	Sherman Billingsley will donate Stork Club facilities while John Robert Powers mannequins impersonate the 10 most famous women in history at a cocktail-party and fashion show to benefit Greek War Relief. Publicity: A. P. Waxman, CH. 4-0823.		
Monday Apr. 14 Through Wednesday Apr. 16 3:30 P.M.	COTY "MAKE-UP & LIVE" COSMETIC REVIEW	ABRAHAM & STRAUS	420 FULTON STREET B'KLYN., NEW YORK
	Dramatizing what perfect make-up will do for a girl, demonstrated by winners of Coty's national "Perfect Blonde and Brunette Contest", Ellen Allardyce and Connie Joannes. Movies too! Publ. Anne Schneider, TR. 5-7200.		
Monday Apr. 14 Through Apr. 16	WEST COAST HAT- GUILD SHOWINGS	LOS ANGELES AND HOLLYWOOD MILLN'Y GUILD	HOTEL McALPIN, HERALD SQUARE
	Midsummer collections specially developed for Eastern clientèle by members of the Los Angeles and Hollywood Millinery Guild.		
Monday Apr. 14-19	HURDY-GURDY MAN AT MACY'S	MACY'S JUNIOR DEB CENTER	HERALD SQUARE 4TH FLOOR
	Young folks home from school for Easter will find Macy's new 4th Floor entertaining, thanks to a hurdy-gurdy man in costume and a balloon-seller dressed like a clown. Tuesday's attraction: swingband leader and drummer extraordinary, Gene Krupa, will pick the Gene Krupa wardrobe from a collection modeled by Macy's Junior Deb Advisory Board. Publicity: Marty Mann, CH. 4-2000.		
Monday Apr. 14- May 24	EXHIBIT- COSTUME ACCES- SORIES OF 19TH CENTURY	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. SMALL GALLERY, E 15
	Contact: Alice Pentlarge, Museum Staff, RH. 4-7690.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Apr. 15 1:15 P.M.	JONAI LUNCHEON FASHION SHOW  Head-dresses by Lilly Daché.	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 46TH
Tuesday Apr. 15 Benefit Luncheon	LUNCHEON FASHION SHOW, "MAYTIME"  Chez Rosette fashions, presented by Mrs. Pleasants Pennington, will contrast spring and summer town and country clothes. Contact: Mrs. Pennington, PL. 8-2460.	JUDSON HEALTH CENTER	CAPRICE ROOM, HOTEL WEYLIN
Tuesday Apr. 15 3:30 P.M.	CARD PARTY AND FASHION SHOW  Hattie Carnegie, Saks 5th Avenue, Bonwit Teller and De Pinna will collaborate in a special showing of spring fashions. General admission, \$1.25. Proceeds to benefit Faith Home for Incurables. Publicity: Miss Mae F. Meurer, BU. 8-3683.	FAITH HOME FOR INCURABLES	WALDORF ASTORIA GRAND BALLROOM
Tuesday Apr. 15 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES  Topic: "Feminine Accessories of the 19th Century", tieing-in with new Metropolitan Museum Exhibit opening April 14th - 3rd in spring series, "Fashion in Art", conducted by Alice Pentlarge of Metropolitan Museum Staff. Publicity: Dorothea Beckman, CI. 5-5566.	ALICE HUGHES N. Y. POST	STATION WQXR
Wednesday Apr. 16 10:30 A.M. & 2:00 P.M.	SUE HASTING'S MARIONETTES  Fun for small fry. 10:30 performance: Little Black Sambo. 2:00: Peter Rabbit. Publicity: Miss Page, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET 5 FL., FASHION STORE
Wednesday Apr. 16 1:00 P.M.	"SPRING FEVER" FASHION SHOW  Presentation of latest American fashions designed by Bergdorf Goodman, Hattie Carnegie, Saks 5th Avenue, Bonwit Teller, Henri Bendel, Jay Thorpe, House of Tappé, Lilly Daché, Jaeckel's, Milgrim, Chez Ninon, Madame et la Jeune Fille, Kathleen, Inc. and Mrs. William B. Scaife. Staging: Thom Lee, Display Director, Bonwit Teller; Commentator, Jerry Norris, Lilly Daché. Admission: \$1 to \$5. Proceeds to Generosity Thrift Shop, for 8 charities. Contact: Miss Patricia Murray, RH. 4-5350.	MRS. ERNEST ISELIN'S GENEROSITY THRIFT SHOP	WALDORF ASTORIA GRAND BALLROOM
Wednesday Apr. 16 1:30 P.M.	LECTURE ON FASHION  Marjorie Howard, recently added to staff of N.Y. School of Applied Design for Women, will deliver her first lecture at public session. Subject: "It Takes More Than Money to Make A Well-Dressed Woman". Contact: Mrs. George Westcott, CA. 5-2973.	MARJORIE HOWARD, STAFF FASHION CONSULTANT	N.Y. SCHOOL APPLIED DESIGN FOR WOMEN
Wednesday Apr. 16 2-2:30 P.M.	LECTURE AND FASHION SHOW  Following Eastern Arts Association luncheon, Sybil Coles, Bonwit Teller Clothes Counsellor, will talk on fashions. Topic: "Up to Every Occasion", illustrated by Bonwit Teller costumes. Publicity: Mary Madeleine Lanphier, EL. 5-6800.	SYBIL COLES, BONWIT TELLER	EASTERN ARTS ASSOC. PENNSYLVANIA HOTEL



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Apr. 16 3-4:30 P.M.	MMEA FORUM Annual mid-season forum preceding summer fashion show of Mill'ny Creators' Guild. On the agenda: what to do about hatlessness. Contact: Miss Weintraub, PL. 3-2117.	MILL'NY MERCHANDISING EXECUTIVES ASSOCIATION	ST. REGIS HOTEL
Wednesday Apr. 16 4:00 P.M.	PRESS PREVIEW BRIGANCE COLLECTION Introducing new Brigance collection of spectator and active sportswear for summer 1941. Publicity: Bernice Maguire, WI. 7-3300.	LORD & TAYLOR BIRD CAGE	5TH AVE. AT 38TH ST.
Wednesday Apr. 16 4:30 P.M.	HAIR FASHION REVUE New summer hair-do's achieved by "The Turban Wave" - Bernard Az Guro's new idea in permanent waving. The relation between hair and the toute-ensemble will be pointed up with hats by Dushane and gowns by Vera. Publicity: Az Guro, WI. 2-1692.	BERNARD AZ GURO	NEW WESTON HOTEL MADISON AVE. AT 50TH
Wednesday Apr. 16 Cocktail Hour	LATE SPRING & SUMMER MILLINERY FASHION SHOW The 9 members of the Millinery Creators' Guild: Delle Donne, Inc.; Harrison Hats; Dave Herstein Co.; G. Howard Hodge; Hyland Hats, Inc.; Miriam Lewis; Edgar J. Lorie, Inc.; Germaine Montabert, Inc.; and Vogue Hats Garfunkel Makers, will stage a joint showing of late spring and summer hat fashions. Admission by invitation only to selected list of retailers and members of the Fashion Press. Contact: G. Howard Hodge, PL. 3-7030.	MILL'NY CREATORS' GUILD	ST. REGIS ROOF 5TH AVE. AT 55TH ST.
Wednesday Apr. 16 6:00 P.M.	SPRING REVIEW- WOMEN'S FASHIONS Open house at Wanamaker's, punctuated by a 6 o'clock presentation of women's fashions from the Downstairs Store. Open to Press and public. Publicity: Katherine Page, ST. 9-4700.	JOHN WANAMAKER DOWNSTAIRS STORE	B'WAY AT 9TH STREET AUDITORIUM
Wednesday Evening Apr. 16	CINDERELLA BALL AND FASHION SHOW Novel fashion show in play-form, with society Cinderella-mannequins. Narrators: Ilka Chase, Claire Luce and Frank Crowninshield. Setting by Raoul Du Bois. Cinderella Ball gowns by Howard Greer for Lord & Taylor; Helen Cookman; Lenthéric; Jean Schlumberger of Chez Ninon; Jane Derby; Dorothy Couteaur; Ketto Mikeladze; Zoe de Salle; Jenkins; Karinska; Valentina; Mabel McIlvain Downs of Henri Bendel; Muriel King. Publicity: Frances Cookman, BR. 9-6300.	NAT'L ASSOCIATION OF DAY NURSERIES	WALDORF ASTORIA BALLROOM
Thursday Apr. 17 11:00 A.M.	CAPTAIN MOLYNEUX WILL MAKE A FASHION TALK Despite the handicap of a broken ankle, Captain Molyneux will address Lord & Taylor customers and the Fashion Press, making one of his few New York appearances. Publicity: Bernice Maguire, WI. 7-3300.	LORD & TAYLOR THIRD FLOOR	5TH AVE. AT 38TH ST.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Apr. 17 12:30 P.M. Sharp	FASHION GROUP MONTHLY LUNCHEON	THE FASHION GROUP, INC.	HOTEL ASTOR GRAND BALLROOM
	Topic: "New Fashions in Unionism". Speaker: Mr. Julius Hochman, General Manager, Joint Board of the Dressmakers' Union. After Mr. Hochman's discussion of New York's promotional plan to boost the Dress Industry, he will answer questions from the floor. <u>Open only to members and their guests.</u> Reservations: CI. 7-1734.		
Thursday Apr. 17 12:30 P.M. Luncheon	STEIN & BLAINE LUNCHEON FASHION SHOW	PERSIAN ROOM HOTEL PLAZA	5TH AVE. AT 59TH ST.
	Publicity: Kay Merrill, PL. 3-6180.		
Thursday Apr. 17 Through May 14 7-8 & 8- 9:00 P.M.	Y.W.C.A. FASHION COURSES	WEST-SIDE Y.W.C.A.	501 WEST 50TH ST.
	7-8:00 P.M., Evelyn Kay, Fashion Director, Gimbel Brothers will discuss basic spring and summer wardrobes for town and country, dress fabrics, patterns, hats and accessories. Cost of course, \$2. 8-9:00 P.M., Margaret Cody of Lilly Dache will give a practical course in hat-making. Cost \$3., plus membership fee of \$1. Publ. Bernice Griswold, MU. 4-6843.		
Thursday Apr. 17 9:00 P.M.	PRESS PREVIEW, ERIK'S 1ST AMER. HAT-COLLECTION	ERIK, THE MILLINER	15 EAST 53RD ST.
	Erik, former Paris hat creator, will open a New York Salon April 18 for a retail and wholesale hat business. Press preview, first American collection: Thursday night, 9:00 P.M. Princess René de Bourbon will be associated with this enterprise. Hats will retail from \$15 to \$100. Publicity: Elizabeth Maher, EL. 5-4248.		
Friday Apr. 18 10 A.M.	PRESS OPENING- NEW SHOP, PALM BEACH-CLOTH FASHIONS	JOHN WANAMAKER	B'WAY AT 9TH STREET 4 FL. FASHION STORE
	Wanamaker's will open a new shop devoted to misses' Sacony fashions in Palm Beach Cloth. Suits, dresses, slacks, etc., will be presented to the press at 10 A.M. Show repeated at 2:30 P.M. for public. Publicity: Katherine Page, ST. 9-4700.		
Friday Apr. 18 10 P.M.	"THE COMET BALL"	SOCIETY OF ILLUSTRATORS	WALDORF ASTORIA STARLIGHT ROOF
	Illustrators Annual Costume Ball. Guests are invited to come as stargazers, navigators, comets, or anything pertaining to the celestial sphere. Tickets, \$5 each, including supper. Publicity: Anita Hiller, RE. 4-7710.		
Sunday Apr. 20 12:15- 12:30 P.M.	RADIO INTERVIEW: IRENE HAYES, FLORIST	IRMA ERICSSON	STATION WINS
	Guest star of weekly WINS feature, "Success Secrets" will be Irene Hayes, who will tell how she became one of New York's outstanding florists. WINS publicity: Miss May, EL. 5-6100.		
Monday Apr. 21-26	NATIONAL NOTIONS WEEK		
	For special display kit, contact: Nat'l Notions Association, 1170 B'way. Publicity: Stell Ayleshire, MU. 6-7077.		
Monday Apr. 21 Luncheon	BENEFIT LUNCHEON FASHION SHOW	AMERICAN-FRENCH WAR RELIEF	THE MADISON, BAROQUE RESTAURANT
	Costumes by Mac Wise; hair creations by Bernard Az Guro. Luncheon, \$1.75. Publicity: The Madison, VO. 5-5000.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 21 Supper- Dance (Advanced From 4/26)	"ZIEGFELD GIRLS" LACE BALL AND FASHION SHOW	ZIEGFELD CLUB, INC.	WALDORF ASTORIA GRAND BALLROOM
	"Follies Girls" and fashions of the Ziegfeld era, in a pageant designed by Ben Ali Haggin and staged by Ned Wayburn. Fashion feature: a "Pageant of Lace", with debutante-mannequins. The Macy Red Heads will be there, too! Part of proceeds to British War Relief. Publ. Ned Wayburn, BR.9-1133.		
Tuesday Apr. 22- June 17 9-5 Daily	COOPER UNION ART EXHIBIT	COOPER UNION MUSEUM	ASTOR PLACE AND COOPER SQUARE
	Theme: "New York as the Finishing School of the Art World". Curator: Mary S. M. Gibson, AL. 4-6300.		
Tuesday Apr. 22 1:15 P.M. Luncheon	CHEZ ROSETTE LUNCHEON FASHION SHOW	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 46TH
	Mrs. Pleasants Pennington's review of early summer fashions. Publicity: PL. 8-2460.		
Tuesday Apr. 22 5:00 P.M.	PRESS PREVIEW	PHILADELPHIA FASHION CONGRESS	BELLEVUE-STRATFORD HOTEL, PHILADELPHIA
	8th Annual exhibit staged by Fashion Congress for benefit of Reed Street Neighborhood House and Summer Camp for Children. Opens to public Wednesday, Apr. 23. Exhibitors: 53 women's apparel shops from New York, Phila. and outlying districts. Also 60 retailers and manufacturers. For complete list and other information, contact Mrs. Charlton Yarnal, Chairman, 1528 Walnut Street, Phila. Telephone: Pennypacker 6132.		
Tuesday Apr. 22 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	MISS TSING-YING-TSANG DESIGNER	STATION WQXR
	Topic: "East Meets West in Design". Series conducted by Alice Pentlarge of Metropolitan Museum Staff. Publicity: Dorothea Beckman, CI. 5-5566.		
Tuesday Apr. 22 & Wednesday Apr. 23	SYMPOSIUM ON ADVERTISING	CONSUMER MARKETING DIVISION, AMERICAN MANAGEMENT ASSOC.	ROOSEVELT HOTEL MADISON AVE. AT 45
	"Getting Your Story to the Customer", a symposium on advertising. Admission gratis to members and Press. Non-members, \$5 for full conference; \$1 for each lecture. Further information: James O. Rice, BR. 9-6055.		
Tuesday Apr. 22 7:30 & 8:30 P.M.	COURSE IN HAIR-WAVING	WEST SIDE Y.W.C.A.	501 WEST 50TH ST.
	Five-week course. Finger-waving. Marcel-waving. \$4 each subject. Publicity: Berneice Griswold, MU. 4-6843.		
Wednesday Apr. 23. Press pre- view, Tues., Apr. 22 2-6 P.M.	SPECIAL EXHIBIT: CHINOISERIE	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY D 6
	"The China Trade and Its Influences" will be the subject of a special exhibition of Chinoiserie. Press preview Tues., Apr. 22, 2-6 P.M. by invitation. Contact: Alice Pentlarge, RH. 4-7690.		
Wednesday Apr. 23 Cocktails	INTRODUCING "CHAMBRAY"- A NEW PERFUME	FABERGE, INC.	240 MADISON AVENUE PENTHOUSE
	Fabergé will introduce their new summer-scent, "Chambray", to the press. Soon an Avenue store will break its store-wide Chambray promotion. Publicity: Edna Mayo, MU. 3-3171.		



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Wednesday Apr. 23 7:00 P.M. & Thursday Apr. 24 9:15 A.M.- 5:00 P.M.	CONFERENCE, WORK OPPORTUNITIES IN AMERICAN DESIGN  Two-day forum based on theme: "Work Opportunities in the Field of American Design". For agenda, names of speakers--dinner reservations, etc., contact: Mrs. Chase Going Woodhouse, Director, Connecticut College, New London, Conn.	INSTITUTE OF WOMEN'S PROFESSIONAL RELATIONS	BILTMORE HOTEL VANDERBILT AT 43RD
Wednesday Apr. 23 7:00 P.M. Dinner (Postponed From 4/14)	PRESS DINNER & PREVIEW, CHINESE "LEGENDARY PRINT" FASHIONS  Fashions in authentic Chinese "Legendary Prints" will be previewed at press dinner before general introduction to stores throughout the country Monday, May 12th. 5% of cost of all fabrics will go to Chinese Women's Relief Association, headed by Mme. Chiang Kai-shek. Licensees: misses' and juniors' \$4.75 (cost) dresses; sportswear, children's dresses, scarfs, etc. For complete list, call Gray Advertising, Martin North, CH. 4-3900.	BELDING-HEMINWAY-CORTICELLI IN COOP. WITH CHINESE WOMEN'S RELIEF ASSOC.	ASTOR HOTEL B'WAY AT 45TH ST.
Tuesday Apr. 29 12:15 P.M. Luncheon	"AMERICAN DESIGN AWARD" LUNCHEON  4th annual "American Design Award" Luncheon. Lord & Taylor rewards American designers. Luncheon, \$2.50. Publicity: Bernice Maguire, WI. 7-3300.	LORD & TAYLOR	WALDORF ASTORIA PARK AVE. AT 50TH ST.
Tuesday Apr. 29 1:15 P.M. Luncheon	LUNCHEON FASHION SHOW- "TRAVELERS CHEQUES"  Muriel Johnstone's "Fashions expressly American in Travelers Cheques" winds up the Ritz Tuesday luncheon fashion show series. Bonwit Teller will feature these fashions in New York. Contact: Muriel Johnstone, CI. 5-7880.	MURIEL JOHNSTONE	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Apr. 29 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES  Topic: "If The Shoe Fits". Series conducted by Miss Alice Pentlurge of Metropolitan Museum Staff. Publicity: Dorothea Beckman, CI. 5-5566.	RUTH KERR CALF. TANNERS ASSOC.	STATION WQXR
Tuesday Apr. 29 9:00 P.M.	UPTOWN MILLINERS' BENEFIT FASHION SHOW & AUCTION  To demonstrate practical support of Great Britain, New York's Uptown Milliners will cooperate in a gala Fashion Show and Auction patterned after last year's benefit for La Mode chapter of French War Relief. This year's gala will benefit "Bundles for Britain". 100 hats will be exhibited and auctioned. Stars of screen and radio will act as auctioneers. Admission, \$5. Publicity: Margery Hartmann, CH. 4-6547.	UPTOWN MILLINERS & SPECIALTY SHOPS	HOTEL ASTOR ROOF
Wed. 4/30 12:30 P.M. Luncheon Meeting (Postponed From 4/23)	SYMPOSIUM ON NYLON  First of series of monthly luncheons at which store merchandise managers of accessories and smallwares will meet to analyze their problems. The merchandising of Nylon stockings will be discussed. Chairman, Edward Brown, Div. Mdse. Mgr., Arnold Constable, CA. 5-2300.	NRDGA	GOV. CLINTON HOTEL 7TH AVE. AT 32ND ST.
Wed. 4/30 3:15 P.M. & Thurs. May 1, 4:30 P.M.	BENEFIT FASHION SHOW  Two-day benefit showing of late spring and early summer fashions. Wednesday: "Jewish Day For Blind"; Thursday, "Protestant Day". Members and Fashion Press. Publicity: Miriam Priluk, TR. 5-3100.	MARTIN'S	BALLROOM, ST. GEORGE HOTEL, BROOKLYN



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 3	KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KY.
Tuesday May 6, Teatime	"HOME KNITS" FASHION SHOW  Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	NATIONAL WOMAN'S PARTY	RITZ CARLTON BALLROOM
Wed. 5/7 & Sat. May 10	SPRING HUNT MEET  14th annual Spring race meeting. Net proceeds to British War Relief.	RADNOR HUNT CLUB	CHESTERBROOK FARM BERWYN, PA.
May 8-9 11 A.M.- 10:00 P.M.	SPRING BENEFIT BAZAAR  Priceless paintings, objets d'art and furs will be part of stock-in-trade to be sold at society-sponsored bazaar for benefit of Greek War Relief. Publicity: Greek War Relief Assoc., CI. 5-9100.	GREEK WAR RELIEF ASSOC.	ST. REGIS HOTEL 5TH AVE. AT 55TH ST.
Wednesday May 8 Luncheon	LUNCHEON FASHION SHOW, "MAY DAYS IN GOTHAM"  Benefit luncheon-fashion-show. Proceeds to 8 worthy charities. Details in later issue of FASHION CALENDAR. Pierre Publ. Ware Lynch, RE. 4-5900.	THE NEARLY NEW SHOP	HOTEL PIERRE BALLROOM
Monday 5/12-6/7	OPENING OF BELMONT RACE MEET	WESTCHESTER RACING ASSOCIATION	ELMONT, L.I.
Monday May 12	OPENING OF FALL SHOE LINES " " " " "	N.Y. QUALITY SHOE MFGS. ST. LOUIS MFGS.	VANDERBILT HOTEL COMMODORE HOTEL
Monday May 12	"DEALER" FASHION SHOW AND LUNCHEON	I. MILLER & SONS	LONG ISLAND CITY 43-10 23RD STREET
Mon. 5/12 1:00 P.M.	SHOE DEALER'S LUNCHEON	NEWTON ELKIN SHOE CO.	WALDORF ASTORIA EMPIRE ROOM
Tuesday May 13 4:30 & 8:30 P.M.	MERRIMACK FASHION SHOW  Merrimack's annual fashion show. 4:30 performance: cocktail party for buyers and Fashion Press. 8:30 showing expressly for manufacturers. Merrimack will feature fashions especially created for this event by leading designers from coast to coast. Admission by invitation. Contact: Adele Benjamin, LA. 4-0700.	MERRIMACK MFG. CO.	PLAZA HOTEL BALLROOM
Friday May 16- Saturday May 24	NATIONAL COTTON WEEK  For display and promotional material, posters, "Retail Information" bulletin and Cotton News Letter, address Cotton-Textile Institute, 320 Broadway. Publicity: Baldwin, Beach & Mermey, MU. 4-1075.		
Sunday May 18	"I AM AN AMERICAN" DAY  Says President Roosevelt, "suitable exercises should be held on that day... to impress upon all...the special significance of citizenship in this nation." Why not tie-up with this occasion in some promotional way!	PRESIDENTIAL PROCLAMATION	
Week of Monday May 19	FUR CONSULTANT'S TRAINING COURSE  Intensive 1-week Course, \$35. For further information: Claire A. Wolff, LO. 5-5978.	ASSOC. FUR COAT & TRIMMING MFGS., INC.	HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 19 4:00 P.M.	ALL-COTTON SUMMER FASHION SHOW	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST.

Arnold Constable will celebrate Monday of National Cotton Week with a gala fashion show of Luxable summer-cottons. Cotton Queen, Alice Beasley, will be on hand. Publicity: Ann Albee, CA. 5-2300.

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#### IMPORTANT FIRST NIGHTS IN THE THEATRE, CINEMA AND NIGHT SPOTS

Saturday Apr. 19 Midnight	ALL STAR BENEFIT Entertainment by stars of stage, screen and ballet, to benefit Priestly Nurseries in England, sponsored by Foster Parents' Plan For War Children. Highlight: Barrie Playlet, "Shall We Join The Ladies", with all-star cast. Tickets, \$3 to \$25. Publicity: Dorothy Ross, BR. 9-5906.	Al Jolson Theatre	932 Seventh Avenue
Monday Night, 4/21	GENE KRUPA'S BAND OPENS AT HOTEL PENNSYLVANIA'S CAFE ROUGE		
Week of Apr. 21	"THE BEAUTIFUL PEOPLE" William Saroyan comedy.	Lyceum Theatre	149 West 45th St. Decor, Samuel Leve. Publ. Leo Friedman, LA. 4-5119.
Thursday Apr. 25	"ZIEGFELD GIRL" Hedy Lamarr, Lana Turner and Judy Garland. Costumes by Adrian. Jimmy Stewart for good measure!	(Cinema)	Capitol Theatre
Monday Apr. 28	"THE LAST ROUND" Play by Carl Zuckmayer and Fritz Kortner, dealing with Fifth Column activities, appeasement, etc., translated from the German by Ruth Langner. 5th production of Guild's current season. Publ. Joseph Heidt, CO. 5-0024.	Theatre Guild	245 West 52nd St.
Wednesday May 8	SPRING OPENING OF VIENNESE ROOF, ST. REGIS HOTEL		
Friday May 23	"A WOMAN'S FACE" Joan Crawford, costumed by Adrian.	(Cinema)	Capitol Theatre
May ?? Date not Set	"8/10 E.O.M." Comedy by Paul K. Paley dealing with New York's garment center. Staging: Joseph Ornato. Publicity: Max Karper, CI. 6-6115.	Theatre to be announced	
May ??	"CITIZEN KANE" Orson Welles widely-heralded picture will open simultaneously at two Broadway theatres, still to be announced.	(Cinema)	

#### HOLIDAYS AHEAD

Apr. 13	EASTER SUNDAY
Apr. 14	PAN-AMERICAN DAY
Apr. 27	DAYLIGHT SAVINGS BEGINS
May 11	MOTHER'S DAY
May 30	MEMORIAL DAY
June 14	FLAG DAY
June 15	FATHER'S DAY
June 21	FIRST DAY OF SUMMER
July 4	INDEPENDENCE DAY
Sept. 1	LABOR DAY

#### RED LETTER WEEKS

Apr. 14-19	NATIONAL GARDEN WEEK
Apr. 21-26	NATIONAL NOTIONS WEEK
Apr. 21-26	NATIONAL FOOT HEALTH WEEK
Apr. 26	NATIONAL FISHERMEN'S WEEK
Apr. 27	NATIONAL BETTER HOMES WEEK
Apr. 28	NATIONAL BABY WEEK
May 10-17	NATIONAL GOLF WEEK
May 16-24	NATIONAL COTTON WEEK
May 24-31	NATIONAL TENNIS WEEK
June 9-14	NAT. LUGGAGE & LEATHER GOODS WEEK
June 23-28	NATIONAL SWIM-FOR-HEALTH WEEK.